

Message Text

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ACTION EA-12

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-----085158 281002Z /10

P R 230737Z APR 78
FM AMEMBASSY CANBERRA
LAO RUEHDC/USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC PRIORITY 3133
AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS SECTION 1 OF 2 CANBERRA 3264

E. O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: FY '79 COUNTRY COMMERCIAL PROGRAM (CCP)

REF: (A) CANBERRA A-044, (B) CANBERRA 2122 (NOTAL), (C) WILSON/
KIRBY TELECON, (D) SILLOWAY LETTER APRIL 3, 1978 (NOTAL)

1. SUMMARY: THIS MESSAGE PROVIDES FOLLOW-UP REQUESTED REFERENCES
(C) AND (D) ON CAMPAIGNS OUTLINED IN REFAIR (A) AND IN REFTEL (B).
WE APPRECIATE DEPARTMENT'S CONCERN THAT FORWARD PLANNING FOR FY
'79 CCP PROVIDE THE FULLEST POSSIBLE PRECISE DETAILS ON SUPPORT
AND PROMOTION EFFORTS DEFINED IN CAMPAIGNS AND HAVE THUS ATTEMPTED
TO PROVIDE THESE DETAILS GIVEN COORDINATION PROBLEMS AT THIS TIME.
WE ANTICIPATE FINAL RESOLUTION ON ANY PROBLEMS/GAPS DURING E/C
CONFERENCE AND CCP REVIEW IN CANBERRA MAY 23-24 WHICH WILL BE
ATTENDED BY USDOC - CMM LOREE SILLOWAY. END SUMMARY.

2. CAMPAIGN ONE - COMPUTERS AND RELATED BUSINESS EQUIPMENT

CAMPAIGN ACTION -1- DURING RELEVANT QUARTERS "SUPPORT" DEFINED
AS:

: BLUE RIBBON CALLS IN SUPPORT OF U.S. EXHIBITORS;
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: VISITS TO KEY TRADE AND INDUSTRY ORGANIZATIONS TO PROVIDE
DETAILS OF IMC OFFSITE, ITS EXHIBITORS AND THEIR PRODUCT MIX FOR
MAXIMUM MULTIPLIER EFFECT;
. PREPARATION OF APPROPRIATE CIRCULAR CORRESPONDENCE TO
SELECTED TARGET AUDIENCES IN COORDINATION WITH IMC MARKET
PROMOTION PROGRAM FOR MAXIMUM TARGET AUDIENCE COVERAGE OF POTENT-
IAL END-USERS; AGENTS AND TECHNICIANS WITH EXHIBITION CATALOG.

CAMPAIGN ACTION - 2 - PREPARATION OF TWO (2) ARTICLES ON THE INDUSTRY WITH STRONG EMPHASIS ON EXHIBITORS AT IMC OFFSITE ONE EACH DURING 1ST AND 3RD QUARTERS.

CAMPAIGN ACTION - 3 - DURING RELEVANT QUARTERS "SUPPORT" DEFINED AS:

- . APPROPRIATE CIRCULAR MAILINGS OF BROCHURES ON FBP EVENTS TO SELECTED TARGET AUDIENCES WITH THE EVENTS AS LISTED IN REPAIR AND REFTEL;
- . AS APPROPRIATE DURING QUARTER -- AND TO EXTENT RESOURCES ALLOW, TO PROVIDE SELECTED TARGET AUDIENCES WITH VTR SHOWING AND/RO FILM SHOWINGS ON THE IDENTIFIED FBP EVENTS.

CAMPAIGN ACTION - 4 - UPDATE OF FTI DURING FIRST QUARTER IS SELF EXPLANATORY.

CAMPAIGN ACTION - 5 - DISCUSSIONS WITH AUSTRALIAN COMPUTER SOCIETY LOOK TOWARD INCREASED USE OF ICA AUDIO VISUAL MATERIAL IS SELF EXPLANATORY.

CAMPAIGN ACTION - 6 - PROMOTE USE OF BSPTS AT THE IMC ET AL. "PROMOTE" DEFINED CLEARLY THROUGHOUT FISCAL YEAR IN REPAIR AND REFTEL.

CAMPAIGN ACTION - 7 - VISIT ALL POST ACTION OFFICERS ET AL.
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DEFINED AS AT LEAST ONE VISIT PER QUARTER FOR PURPOSES OF BETTER NATION-WIDE COORDINATION OF PROGRAM TO ASSESS PROMOTIONAL EVENTS ET AL.

CAMPAIGN ACTION - 8 - CONDUCT DESK STUDIES ON MARKET SEGMENTS. STUDIES IN 3RD AND 4TH QUARTER CLEARLY DEFINED.

CAMPAIGN ACTION - 9 - ATTEND AUSTRALIAN COMPUTER CONFERENCE. ONE TIME ACTION IN 1ST QUARTER.

3. CAMPAIGN TWO - AUTO MAINTENANCE

CAMPAIGN ACTION - 1 - SUPPORT DURING RELEVANT QUARTERS DEFINED SAME AS IN CAMPAIGN ONE FOR ACTION ONE.

CAMPAIGN ACTION - 2 - PREPARATION OF ONE ARTICLE FOR STATED PURPOSES IN 3RD QUARTER.

CAMPAIGN ACTION - 3 - "SUPPORT" DEFINED SAME AS IN CAMPAIGN ACTION THREE FOR CAMPAIGN ONE.

CAMPAIGN ACTION - 4 - BSPTS WILL BE PROMOTED - IN COOPERATION WITH

IMC BY MAILINGS; BLUE RIBBONS CALLS; TELEPHONE CONTACTS, BUSINESS AND TRADE AND INDUSTRY MEETINGS, DURING ATTENDANCE AT CONFERENCES AND SO FORTH DURING THE FISCAL YEAR. GOALS CLEARLY DEFINED.

CAMPAIGN ACTION - 5 - PURPOSE OF VISITS DURING THREE QUARTERS CLEARLY DEFINED.

4. CAMPAIGN THREE - SAFETY AND SECURITY EQUIPMENT

CAMPAIGN ACTION - 1 - "PROMOTE" DEFINED EXACTLY IN THE SAME MANNER AS IN ACTION ONE FOR CAMPAIGN ONE.

CAMPAIGN ACTION - 2 - PROMOTION DURING QUARTERS DEFINED AS MAILINGS, TRADE AND INDUSTRY AND BUSINESS CALLS TO PROVIDE INFORMATION ON UNCLASSIFIED

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U.S. FBPS BASED ON DATA PROVIDED BY USDOC.

CAMPAIGN ACTION - 3 - UPDATE UNDERTAKEN THROUGHOUT THE FISCAL YEAR IN THE STANDARD FTI UP-DATE MANNEL, I.E., THROUGH MAILINGS AND, AS APPROPRIATE BY TELEPHONE AND/OR BUSINESS VISITS.

CAMPAIGN ACTION - 4 - ATTENDANCE AT ONE OR MORE SUCH SHOWS DURING EACH OF THE FOUR QUARTERS.

CAMPAIGN ACTION - 5 - PROMOTION OF THE BSP PROGRAM AT IMC AND THE METHODOLOGY IS CLEARLY DEFINED.

CAMPAIGN ACTION - 6 - INDICATES THAT ONE EACH ARTICLE WILL BE PLACED IN COMMERCIAL NEWSLETTER DURING 2ND AND 4TH QUARTERS.

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5. CAMPAIGN FOUR - FOOD PROCESSING

CAMPAIGN ACTION - 1 - "SUPPORT" DEFINED AS IN ACTION ONE IN CAMPAIGN ONE.

CAMPAIGN ACTION - 2 - CLEARLY DEFINED AS HOLDING ONE EACH (AT LEAST) VTR SHOW ON PACKAGING IN VENUES IDENTIFIED DURING FISCAL YEAR.

CAMPAIGN ACTION - 3 - "SUPPORT" DEFINED AS APPROPRIATE CIRCULAR MAILINGS TO SELECTED TARGET AUDIENCE (IN COORDINATION WITH IMC MARKET PROMOTION PROGRAM SO AS TO SEE THAT U.S. SHOW CATALOG IS IN THE HANDS OF THE WIDEST POSSIBLE TARGET AUDIENCE). REPFIND SERVICES ARE CLEARLY A LONG-STANDING TRADE CENTER AND USDOC SYSTEM WHICH REQUIRES NO FURTHER CLARIFICATION.

CAMPAIGN ACTION - 4 - "PROMOTE" DEFINED AS MAILINGS TO SELECTED TARGET AUDIENCES FOR IDENTIFIED EVENTS USING THE BROCHURES/CATALOGS PROVIDED BY THE U.S. FBP PROGRAMS.

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CAMPAIGN ACTION - 5 - RECRUIT BSPPS IN THE INDUSTRY DEFINED AS PROCURING AGENT/REP PARTICIPATION IN SOLO EVENTS AT THE IMC ON THE BASIS OF BLUE RIBBON CALLS, TELEPHONE CALLS AND/OR APPROPRIATE MAILINGS TO AND THROUGH SELECTED TARGET AUDIENCE.

6. CAMPAIGN FIVE - CONSUMER GOODS

CAMPAIGN ACTION - 1 - DEFINED AS PLACING ONE ARTICLE EACH DURING THE 2ND AND 3RD QUARTERS IN COMMERCIAL NEWSLETTER FOCUSING ON SELECTED BUSINESS PROPOSALS AND OPPORTUNITIES FOR AGENCIES AND DIRECT PURCHASE OF IDENTIFIED AMERICAN PRODUCE CONSUMER GOODS. FROM DATA PROVIDED BY THE CNFS AND U.S. INDUSTRY AND ALSO FOCUSING THE ATTENTION OF THE AUSTRALIAN BUSINESS READERS ON APPROPRIATE AND RELATED U.S. FBP PROGRAMS; AS APPROPRIATE, ALSO FOCUSING BUSINESS READERS' ATTENTION ON OTHER U.S.; CONSUMER GOODS PROMOTIONS IN AUSTRALIA.

CAMPAIGN ACTION - 1 - CLEARLY DEFINED AS FOCUSING THE TARGET

AUDIENCE ATTENTION ON HAWAIIAN CONSUMER GOODS BY MASS-MAILINGS;
SPECIALIZED MEDIA CAMPAIGN ACTIONS; (THE LATTER IN COOPERATION
WITH THE AUSTRALIAN COOPERATOR AND COMMERCIAL MULTIPLIERS AS
APPROPRIATE).

CAMPAIGN ACTION - 3 - EVENT TO BE
ONE IN COLLABORATION WITH
ICA AND SUGGESTS THAT PROCUREMENT PROGRAM WILL BE AMONG
TARGET OF AMERICAN AGENTS/REPS SEEKING TO INTRODUCE NEW U.S.
PRODUCT
LINES OR TO EMPAND PRODUCT MIX THROUGH THESE EVENTS AND
THAT EXHIBITORS WILL PAY ENTIRE COSTS OF PROGRAMS, ONE EACH
DURING EACH QUARTER OF FISCAL YEAR. PROCUREMENT PROGRAM
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WILL REQUIRE PREPARATION OF PLANS PACKAGE/PROCUREMENT KIT;
MASS MAILINGS; BLUE RIBBON CALLS; TLEPHONE CONTACTS AND, AS
POSSIBLE, MEETINGS OF SELECTED TARGET AGENT - REPS WITH
PROCUREMENT OFFICERS. PROMOTION OF PROGRAM WILL BE
RESPONSIBILITY OF EXHIBITORS PRIMARILY.

COMPIGN ACTION - 4 - "ORGANIZE" DEFINED AS HOLDING MEETING

WITH SELECTED TRADE/INDUSTRY ORGANIZATIONS; BLUE RIBBON CALLS,
TELEPHONE CONTACTS; PLACING ARTICLES IN TRADE/INDUSTRY
JOURNALS TO PROVIDE DETAILS OF THE WESTERN APPAREL EVENT IN
DENVER AND THE BUSINESS OPPORTUNITIES FOR COOPERATORS IN THIS
FBP EVENT.

CAMPAIGN ACTION - 5 - SAME METHODOLOGY AS IN FOUR.

CAMPAIGN ACTION - 6 - SAME METHODOLOGY AS IN FOUR.

CAMPAIGN ACTION - 7 - "RECRUIT" DEFINED
AS PREPARING PLANS
PACKAGES AND KITS AND/OR CALLING ON SELECTED AGENTS TO PROVIDE
DETAILS OF THE MULTIPLIER EFFECT OF USING THE IMC FOR BSPTS.

CAMPAIGN ACTION - 8 - SELF EXPLANATORY.

7. CAMPAIGN SIX - MINING AND CONSTRUCTION EQUIPMENT

CAMPAIGN ACTION - 1 - "SUPPORT" DEFINED AS BLUE RIBBON CALLS;
ATTENDANCE AT SELECTED CONVENTIONS; SPECIALIZED MAILINGS.

CAMPAIGN ACTION - 2 - DEFINED AS PREPARING MAJOR MAILINGS
THE PARAMETERS OF WHICH WILL DEPEND ON THE STATE OF THE
FTI AT TIME IT IS PULLED OUT OF THE USDOC COMPUTER.

CAMPAIGN ACTION - 3 - DEFINED AS PREPARATION OF CIRCULAR
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LETTER FOR PURPOSES STATED IN REFTEL AND REFAIR.

CAMPAIGN ACTION - 4 - DEFINED AS ONE CIRCULAR LETTER.

CAMPAIGN ACTION - 5 - SELF EXPLANATORY.

CCAMPAIGN ACTION - 6 - DEFINED AS PREPARING MASS MAILINGS ON
ONE EACH DESIGNATED AND APPROPRIATE FBP PROGRAM BASED ON
BROCHURES AND DATA PROVIDED BY FBP - USDOC.

CAMPAIGN ACTION - 7 - THE INTERNACE OF THE CAMPAIGN MANAGER

AND HIS SUPPORTERS IN THE CONSULAR DISTRICTS SUGGESTS THAT

THE ENCOURAGING U.S. EQUIPMENT SALES WILL BE DONE BY PROVIDING
FBP PROGRAM INFORMATION, AND RELATED MATERIALS DURING
CONFERENCE ATTENDANCE, PLANT AND INDUSTRY VISITS AND
BUSINESS CONSULTATIONS PROGRAMS.

8. SECTION IV - SPECIAL POST EFFORTS

ACTIVITY NUMBER ONE - VISIT AMERICA. THE JUSTIFICATION
REQUESTED FOR THE SHIFT OF THIS FROM A CAMPAIGN TO A SPECIAL

POST ACTIVITY WAS PROVIDED IN SYDNEY'S AIRGRAM A-10, APRIL 5, 1978.

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ACTIVITY NUMBER TWO - UPDATING AGENCY INDEX. VERY

CONSIDERABLE ACTION HAS ALREADY BEEN UNDERTAKEN BY THE CAMPAIGN

MANAGER. THIS HAS
INCLUDED CONSULTATIONS IN THE DEPARTMENT DURING THE CAMPAIGN
MANAGER'S HOME LEAVE; REVIEWS WITH THE RFC IN BANGKOK

ON THE SUPPORT THAT FACILITY WILL BE ABLE TO PROVIDE
AND CONFERENCE WORK WITH THE COMMERCIAL ATTACHE IN CANBERRA ON
RESOURCE AND RELATED SUPPORT TO IMPLEMENT THE NATION-WIDE SYSTEM.
A REPORT OF METHODOLOGY AND PROGRAM ACTION IS IN PREPARATION
AND WILL BE SUBMITTED TO THE DEPARTMENT SHORTLY BY AMCONGEN
MELBOURNE.
ALSTON

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Secure: OPEN
Status: NATIVE
Subject: FY \79 COUNTRY COMMERCIAL PROGRAM (CCP)
TAGS: BEXP, AS
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f5e2c9a8-c288-dd11-92da-001cc4696bcc
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